



**ORGANISATIONAL SPONSORSHIP
2023**





TIME FOR PRIDE WA & ITS SUPPORTERS TO STEP UP!

It's been more than three decades since Pride WA was first established. In that time, we've seen major changes benefitting our Community such as the decriminalization of sex between men and marriage equality. And while it may seem to some that the LGBTQIA+ Community has achieved its goals, there are many in our Community who are still affected by and struggling with discrimination, isolation, and its negative impact on mental health and self-esteem.

“You got your marriage equality. What more do you want?”

Pride WA is best known for its annual PrideFEST celebrations, bringing together dozens of organisations and community groups each year. In recent years, its hallmark Pride Parade has grown to become the second largest event of its kind in Australia, after the world-famous Sydney Gay and Lesbian Mardi Gras. This level of visibility has led many to view Pride WA as the peak representative body for the LGBTQIA+ Community in Western Australia, and with it comes expectations that the Organisation does more for its Community over and above the once-a-year Festival.

It also raises a conversation around what the broader community, in particular, government and the private sector is genuinely doing to support the LGBTQIA+ community in our State which surpasses token displays of awareness, social media shout outs, and photo ops. In Pride WA's latest Impact Assessment report, only **41%** of respondents were satisfied with the level of support for the LGBTQIA+ Community by WA businesses, with **50%** or more respondents calling out the tokenistic use of the rainbow flag and LGBTQIA+ persons for marketing purposes.

WHY IS OUR COMMUNITY'S WELLBEING A PRIORITY?

In spite of recent gains, the LGBTQIA+ community in WA continues to face ongoing challenges which manifests itself in mental health issues such as anxiety, depression and suicide. Our Community is also not immune to isolation in an ever splintering society enabled through technology.







The 2020 iteration of the Private Lives 3* report by Suicide Prevention Australia found 41.9% of LGBTQIA+ people had considered suicide in the previous 12 months, with 78.4% considering suicide at some point during their lives.

Compared to the general population, LGBTQIA+ people have significantly higher rates of attempted suicide:

		
<p>LGBTQIA+ young people aged 16 to 27 are five times more likely to attempt suicide.</p> <p>(16% report attempting suicide)</p>	<p>Transgender people aged 18 and over are nearly eleven times more likely to attempt suicide</p> <p>(48.1% report attempting suicide).</p>	<p>People with an intersex variation aged over 16 are six times more likely to attempt suicide</p> <p>(19% report attempting suicide)</p>

PRIDEFEST 2022 COMMUNITY CONSULTATION

In addition, respondents of the PrideFEST Impact Assessment 2022 who identified as LGBTQIA+ were:

	<p>More than 2x as likely to have suffered from depression</p>
<p>Almost 4x more likely to have encountered family conflict or rejection</p>	
	<p>More than 4x are likely to have encountered domestic violence</p>
<p>10x more likely to have hidden their identity at social events</p>	
	<p>12x more likely to have hidden their identity at work</p>
<p>6x more likely to have experienced homelessness when compared to respondents who identified as heterosexual.</p>	

From the viewpoint of the employer or investor, many studies[^] have suggested that gender diversity and psychological safety is conducive to exchanging ideas and ultimately foster productive workplaces.

If support to address discrimination, isolation and self-esteem can occur in settings outside the workplace and well before members of our Community join the workforce, there could be significant benefits to employers too.

In Aug 2021, members of Pride WA passed a resolution to change the focus of Pride WA from being an “arts and culture” organisation to one which puts the wellbeing of the LGBTQIA+ Community in WA at the front and centre of its initiatives.

*https://www.latrobe.edu.au/__data/assets/pdf_file/0009/1185885/Private-Lives-3.pdf
[^]<https://hbr.org/2019/02/research-when-gender-diversity-makes-firms-more-productive>

TECHNOLOGY: A DOUBLE-EDGED SWORD

We now live in a society which is more connected than ever through technology, yet, paradoxically more isolated than before. The tendency to set unrealistic expectations for oneself, FOMO (Fear of Missing Out), pressure to be popular and the emergence of cancel culture on social media has left many feeling even more disconnected and anxious. Indeed, an international study* has found negative experiences on social media exacerbates depression in users 18-30 y.o. Many members of the LGBTQIA+ Community who have grown up with or are experiencing the trauma of discrimination through not fitting in are exposed to further trauma and disappointment and are craving old-fashioned ways of making connections with their Community.



DISCRIMINATION: THE FIGHT IS FAR FROM OVER

Despite the progress we seem to have made in gaining acceptance and respect from the broader community, discrimination still exists covertly – and in some cases, overtly in our workplaces, in our educational establishments and our places of worship. This leads to many in our Community feeling uncomfortable, adding to the strain on a daily basis.

“Research shows that when LGBTQIA+ staff are ‘openly out’ to all, businesses see a 15 to 30 per cent increase in productivity and retention rates improve by 10 per cent.”

- Chris Mackinnon, Lloyd’s Australia-

Examples of institutionalised discrimination can be found in the withdrawal of in-person Safe School programs aimed at reducing harm to LGBTQIA+ youth and the proposed Religious Discrimination Bill which would allow religious organisations or person to refuse a person on religious grounds, an obvious target being LGBTQIA+ minorities.

*<https://www.abc.net.au/news/2016-09-28/lgbt-australians-hide-identity-at-work-ethnic-discrimination/7884752>

SAFE SCHOOLS IN WA

On 31 Oct 2020, the McGowan government defunded the \$1.4m Safe Schools program^ in WA and reduced training to an online module. Face to face training for school staff, psychologists and parents to better understand the needs of LGBTQIA+ students is no longer available. Since then, Pride WA and other organisations in our Community have fielded requests from schools for some level of in-person training.



Safe Schools Rally - Photo by Sydney Morning Herald



Safe Schools Face Check - Photo by Arran Morton



Safe Schools Rally - Photo by Out In Perth

RELIGIOUS DISCRIMINATION BILL

The redrafted Religious Discrimination Bill (2021) will privilege certain religious views to the detriment of LGBTQIA+ people, women, minority faith communities and people with disabilities. The Bill makes it harder for health sector employers and professional bodies to ensure doctors, nurses, midwives, pharmacists, and psychologists do not refuse treatment to people on religious grounds. LGBTQIA+ people are in the direct firing line and it becomes incumbent on organisations such as Pride WA to advocate against such potentially harmful legislation, even though the Bill is shelved, for now.



Protesters march through Brisbane opposing the government's religious discrimination bill - Photo by Darren England

^<https://www.outinperth.com/inclusive-education-wa-funding-ends-without-renewal/>

WHERE IS OUR COMMUNITY STRUGGLING?

Mental health and support services, especially for the following segments of our Community



Queer and homeless persons

Trans and non-cisgendered persons

Queer and disabled persons

Young LGBTQIA+ persons

Queer persons of colour

Senior LGBTQIA+ persons

Many people in these segments feel invisible and are often not considered. There are organisations in WA who are doing a courageous job at supporting people in these segments but stories surrounding lack of resources and poor facilities are a recurring theme.

Discrimination and isolation are also major challenges which affect many LGBTQIA+ persons, regardless of their specific orientation. Again, there are wonderful community groups which advocate for change and do their utmost to foster Connection with Community, but sorely lack the resources to scale their services.

Here's a little taste of our Community's challenges:



Elderly queer people worried about discrimination in nursing homes*, especially those run by religious organisations.

*<https://www.sbs.com.au/topics/pride/agenda/article/2017/01/25/elderly-gay-men-are-concerned-about-homophobia-nursing-homes>



Support services for Trans persons manned wholly by volunteers unable to cope with a growing number of enquiries



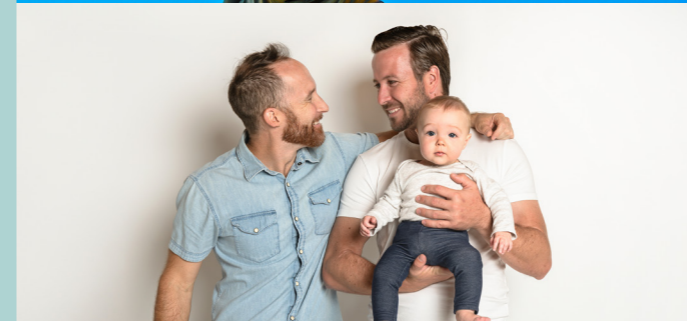
Young LGBTQIA+ lacking safe spaces to meet likeminded people away from nightclubs and bars



Counselling services with long waitlists and emergency hotlines seeing a significant upswing in distressed callers



Growing anxiety over proposed legislation which will have the effect of legalising and institutionalising discrimination



Gay men who aren't legally recognised as fathers even when a child is biologically theirs



Lack of shared space where the Community and many of its groups can gather and/ or share administrative resources



MOVING FROM INTENTION TO ACTION

In addition, 45% called out the WA business community for its lack of financial support for the LGBTQIA+ organisations. And while entities from the government and corporate sector in WA have expressed a desire to support the LGBTQIA+ community, many don't know where to begin. Some government and corporate entities have made impressive strides in embracing its LGBTQIA+ employees through initiatives such as Inclusion and Diversity Training. However, Pride WA wishes to see genuine action from the government and private sector which can lead to positive outcomes for the broader LGBTQIA+ community.

As Pride WA takes the next step from organising celebrations for the LGBTQIA+ community to championing for their rights and wellbeing, it is looking for partners in the government and private sector to support its plans to deliver greater support for LGBTQIA+ persons and organisations in Western Australia.

In terms of wellbeing, Pride WA doesn't just want our Community and the groups within to survive, we want to see them flourish. Please come on this journey with us.

“Happy Pride! Here’s a shameless ad for my game!” Stop that. – @robdaemon, June 10 2021

What’s wrong with y’all?! Can’t you say Happy Pride Month without selling something? – @TMahogany44, Jun 12 2021

Kim Kardashian
@KimKardashian

Happy Pride Month! I love how there are so many ways to express yourself in my game! @KKHOfficial smarturl.it/playkxgame

3:02 AM · Jun 11, 2021

7K Reply Share this Tweet

Read 285 replies

Photo credit: Wirestock Creators / Shutterstock

Referred to as 'a marketing gimmick' by LGBT+ news site [Openly](#), here's what else the online community has to say about this new crypto.

Oh boy, they're queering capitalism. – @hels, Jan 3 2022

NOT MARICOIN. NOT THAT. – @theferocity, Jan 3 2022

Mercedes-Benz Middle East @MercedesBenzME
The official page of Mercedes-Benz Cars Middle East. الصفحة الرسمية للسيارات. مرسيدس-بنز الشرق الأوسط
Middle East | mercedes-benz-mena.com | Joined September 2009
12 Following 89.3K Followers

Mercedes-Benz @MercedesBenz
Welcome to the official Twitter of Mercedes-Benz. imprint: mb4.me/provider
Stuttgart, Germany | mb4.me/provider | Joined July 2009
675 Following 3.7M Followers

ORGANISATIONAL SPONSORSHIP

Pride WA is seeking financial support in the form of 3-year Organisational Sponsorships. The 3-year commitment allows Pride WA to plan and implement initiatives which don't fit into a 12-month cycle.

As a guide, we are looking for one partner each from the following industries:

- Telecommunications
- Technology
- Banking
- Insurance
- Retail/ FMCG
- Travel
- Professional Services
- Pharmaceutical
- Energy & Utilities
- Marine
- Machinery
- Agriculture
- Contracting
- Motoring
- And up to three partners from the Resources sector.

Partners must meet the requirements set out in Pride WA's Ethical Charter. This provides our membership and Community with the confidence that our partners conduct themselves and their businesses with integrity and values which are important to the LGBTQIA+ Community.



DELIVERABLES

The following chart outlines the planned deliverables between 2022 and 2025 which are in addition to the annual PrideFEST each November.

Projects are designed to address the 3 key areas: addressing discrimination, isolation and self-esteem, which in turn help to improve the wellbeing of the LGBTQIA+ Community in WA.

Sponsors will also have access to quality training for its staff or students, tailored to each organisation's needs.

A COMMUNITY ORIENTED PLAN			
HOW IS THE OBJECTIVE OF IMPROVING THE WELLBEING OF THE PRIDE COMMUNITY ACHIEVED?			
<p>ADDRESS DISCRIMINATION</p> <ul style="list-style-type: none"> - Through EDUCATION& TRAINING - Through ADVOCACY on issues which directly impact on our Community 	<p>ADDRESS ISOLATION</p> <ul style="list-style-type: none"> - Through providing means for our Community to CONNECT with each other on personal and professional levels 	<p>ADDRESS SELF ESTEEM</p> <ul style="list-style-type: none"> - Through supporting Community organisations which provide COUNSELLING, HOUSING & SKILLS TRAINING - Through the promotion & preservation of our HISTORY, CULTURE & STORIES 	
SPONSORSHIP SOURCES			
<p>ORGANISATION SPONSORSHIP 3-year terms - Subject to sponsor meeting requirements of Ethical Charter</p>		<p>FESTIVAL SPONSORSHIP - Yearly terms - Limited to Councils, F&B & Venues</p>	
INITIATIVES/ PROJECTS (LAUNCH TIMELINES)			
< 6 MONTHS	< 12 MONTHS	12-24 MONTHS	>24 MONTHS
<p>-LAUNCH PWA ETHICAL CHARTER</p> <p>-PRIDE WA COMMUNITY MICROGRANTS Grants of up to \$2.5k to registered organisations in our Pride community to support their objectives/ project/event.</p> <p>-PRIDE SME MEMBERSHIPS For SMEs with turnover of <\$2m pa Launch business register on Pride WA website showcasing majority LGBTQIA+ owned and majority LGBTQIA+ operated businesses.</p>	<p>-EDUCATION & TRAINING SERVICES Diversity and inclusion training for corporate, government & schools/ tertiary org.</p> <p>-PRIDE WA OFFICE Rental feat hot desks and meeting rooms.</p> <p>-PRIDE WA SCHOLARSHIPS 1 or more named scholarships targeting WA LGBTQIA+ students.</p> <p>-REGIONAL PRIDE RELATIONSHIPS & GRANTS Grants administered on Lotterywest's behalf Re-establish support to regional groups.</p>	<p>-YOUTH DIVERSITY FORMAL Annual ball for 16-21s.</p> <p>-PRIDE WA BEQUESTS</p> <p>-ANNUAL GALA/ AWARDS Acknowledgment of community / corporates</p>	<p>-RETIREMENT HOME PILOT WA's first LGBTQIA+ retirement home Possible collaboration with GRAI.</p> <p>-PRIDE WA OFFICE & COMMUNITY SPACE Expansion of premises to include community space Possible auditorium & museum space</p>

VISIBILITY IS A TWO-WAY STREET

The LGBTQIA+ Community understands the importance of visibility in its journey towards equality. Being visible means refusing to stay or be pushed back into the proverbial closet. Being visible means demystifying our Community to reduce ignorance, fear and hatred. This in turn helps the broader community to understand that we really aren't that different. We're not seeking special rights; we're just asking for the same privileges, rights and treatment as everyone else. However, there is an urgent need to provide members of the LGBTQIA+ Community with services and assistance which address basic needs of safety and wellbeing in the meantime, before they can flourish.

By partnering with Pride WA, you are enabling us to empower LGBTQIA+ persons in WA and the many community groups and organisations who support them. Not as a one-off act of charity, but a genuine investment in and commitment to changing lives for the better. You will be able to claim a part of every initiative and project by Pride WA. The marketing and perception of your organisation as one which truly believes in diversity and inclusion will be matched by outcomes which benefit the LGBTQIA+ Community in Western Australia – something all your employees can truly be proud of.

***“You don't have to be a
gay to be a supporter
- you just have to be
Human”***

-Daniel Radcliffe-



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